

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



Andrew McAllister, Program Manager
California Center for Sustainable Energy
8690 Balboa Ave., Suite 100
San Diego, CA 92123-1502

February 21, 2008

Dear Mr. McAllister,

The Energy Division approves CCSE's 2008 California Solar Initiative Interim Marketing and Outreach (M&O) plan and annual budget of \$500,000, submitted pursuant to Decision (D.) 07-05-047 on December 3, 2007. The Energy Division appreciates CCSE's leadership on coordinated activities, implementation of Energy Division Staff recommendations, and flexible delivery of emergency outreach to fire survivors in San Diego territory.

To provide clarity concerning the direct mail CCSE will perform in lieu of bill inserts, Staff recommends continued use of San Diego Gas and Electric (SDG&E) customer lists, which are free of charge, as opposed to purchasing mailing lists. To get the most out of each impression, please consult with SDG&E to determine effective segments from their data, such as large energy users or other qualifying variables.

CCSE has developed a response to the October 2007 wildfires, focusing on special workshops and outreach via its operations at "Rebuild Central." In approving this M&O plan, we recognize that a small amount of funds is set aside in the proposed budget to support the solar messaging aspect of Rebuild Central.

The Energy Division recommends that CCSE consider including PV system maintenance information in its messaging to CSI users, pursuant to the CEC's *Guidelines for California's Solar Electric Incentive Programs Pursuant to Senate Bill 1*. Staff suggests that CCSE can find an appropriate time and delivery for this type of messaging, such as residential solar workshops and installer trainings, but it is not necessary to use this messaging in all M&O activities.

Pursuant to D. 07-05-047, M&O expenses are to be separated from other administrative expenses and submitted semiannually. To assist the PAs in developing a common methodology for M&O expense reporting, Staff will develop and discuss a suggested reporting format in a future data request.

In accordance with D. 07-05-047, please submit an update to PG&E's Interim Marketing and Outreach Plan by June 3, 2008. This update could include a summary of completed activities and performance tracking reports. As with past M&O materials, please refer to the attachment to this letter for important information regarding approval procedure for marketing materials.

Please see the attached directions for submitting M&O materials for Energy Division review and approval.

Sincerely,

A handwritten signature in black ink, appearing to read "gallagher for SHG". The signature is written in a cursive, somewhat stylized font.

Sean Gallagher

Director, Energy Division

Enc. Appendix A: CSI Approval Procedure for Interim Marketing and Outreach Materials